



ANDEMOS

Sector Automotor.

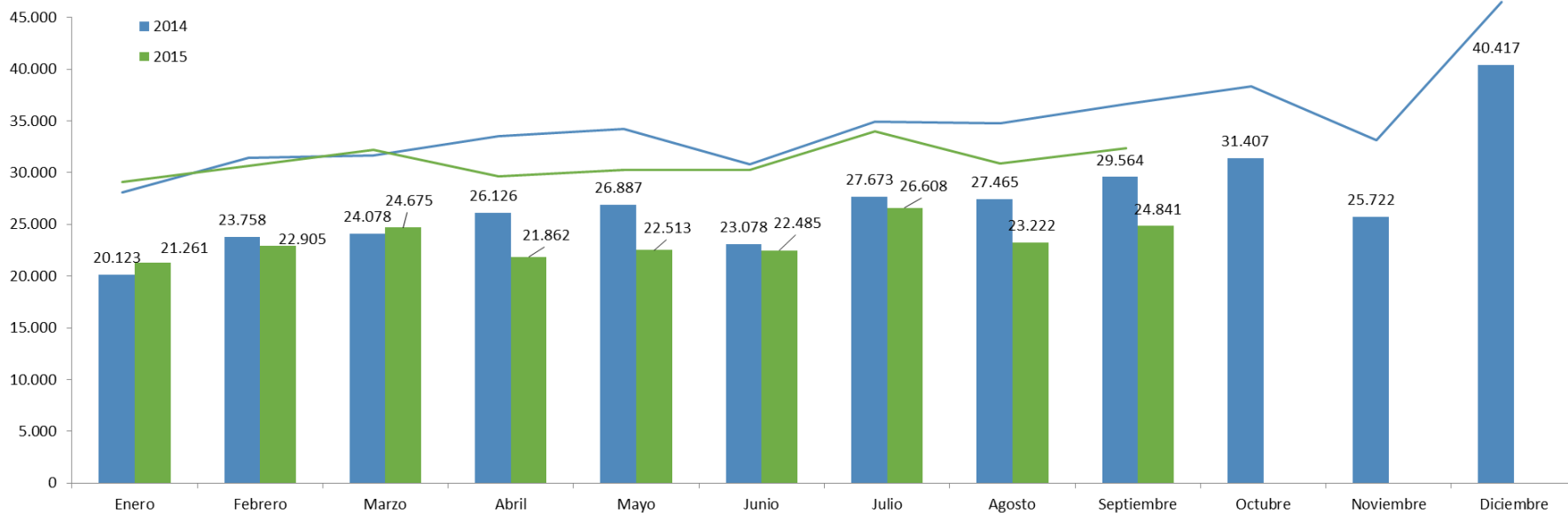
Reporte Sector Automotor Septiembre 2015



Colombia, 2015

Sector Automotor.

Visión General del Sector

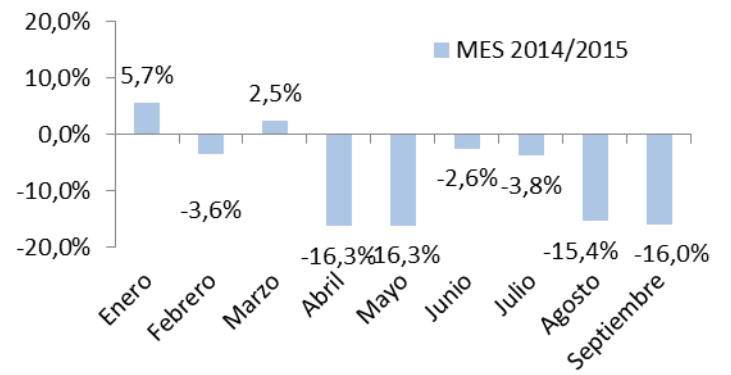
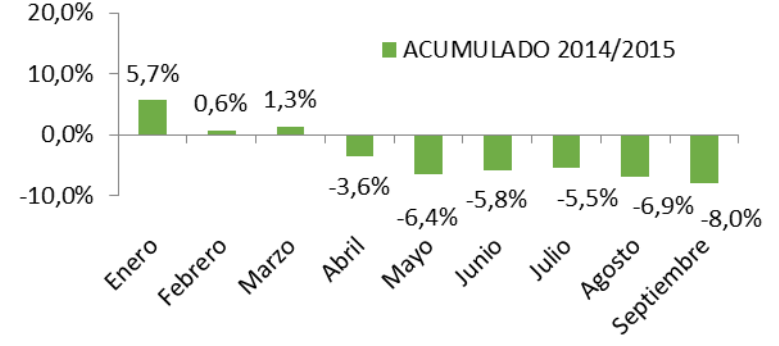
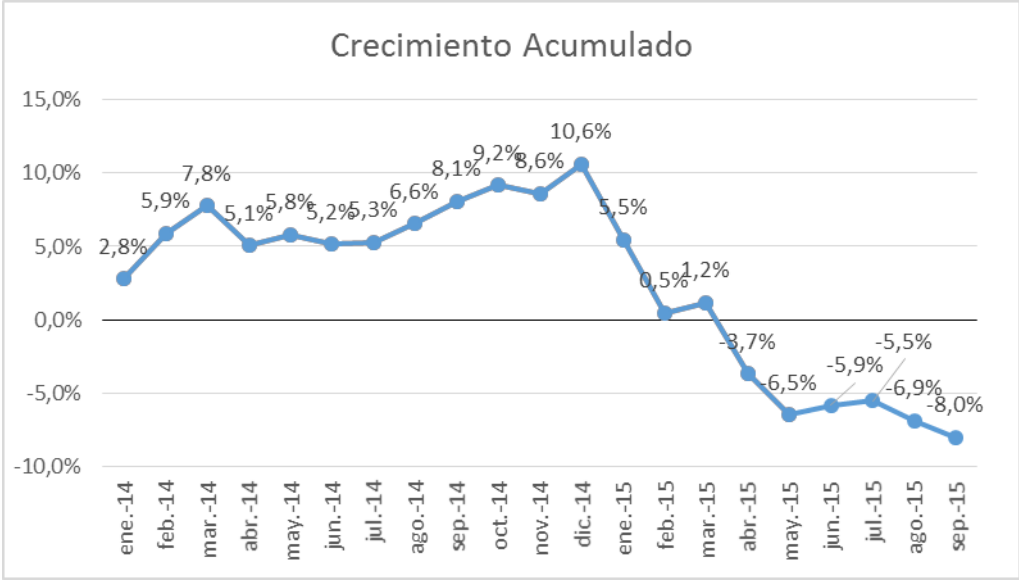


Fuente: ANDEMOS

Informe Completo: www.andemos.org

Sector Automotor.

Visión General del Sector



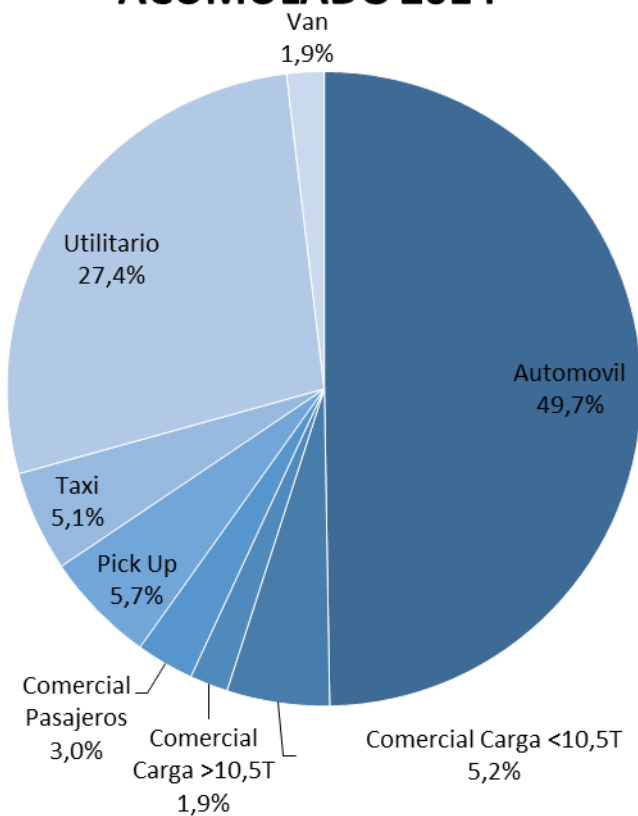
Fuente: ANDEMOS

Informe Completo: www.andemos.org

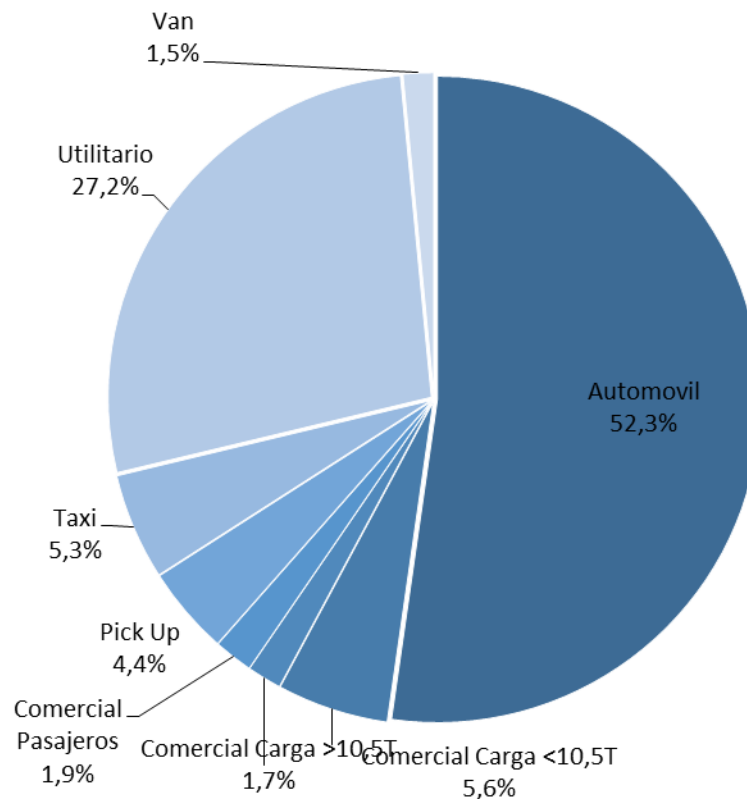
Sector Automotor.

Participación por segmento

ACUMULADO 2014

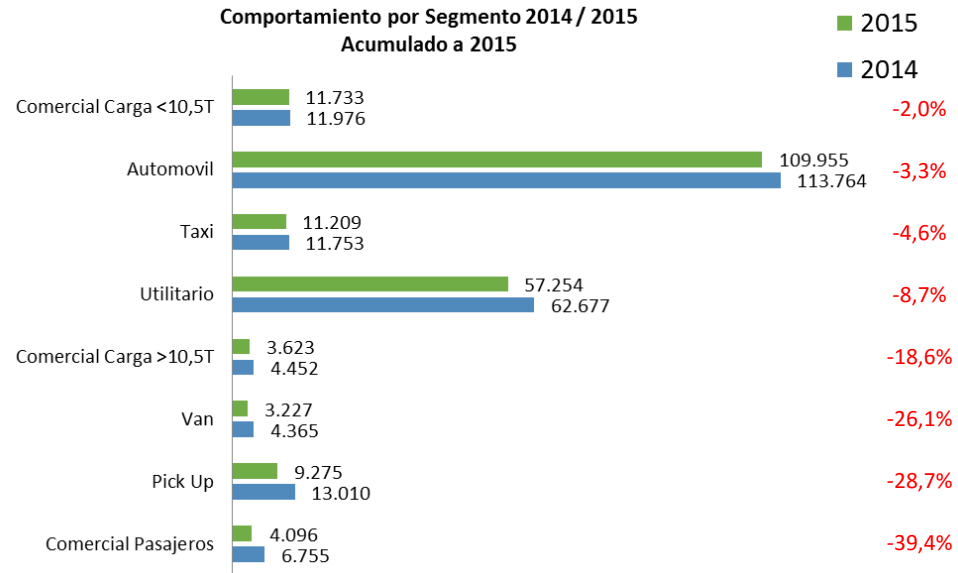


ACUMULADO 2015



Sector Automotor.

Comportamiento por Segmento

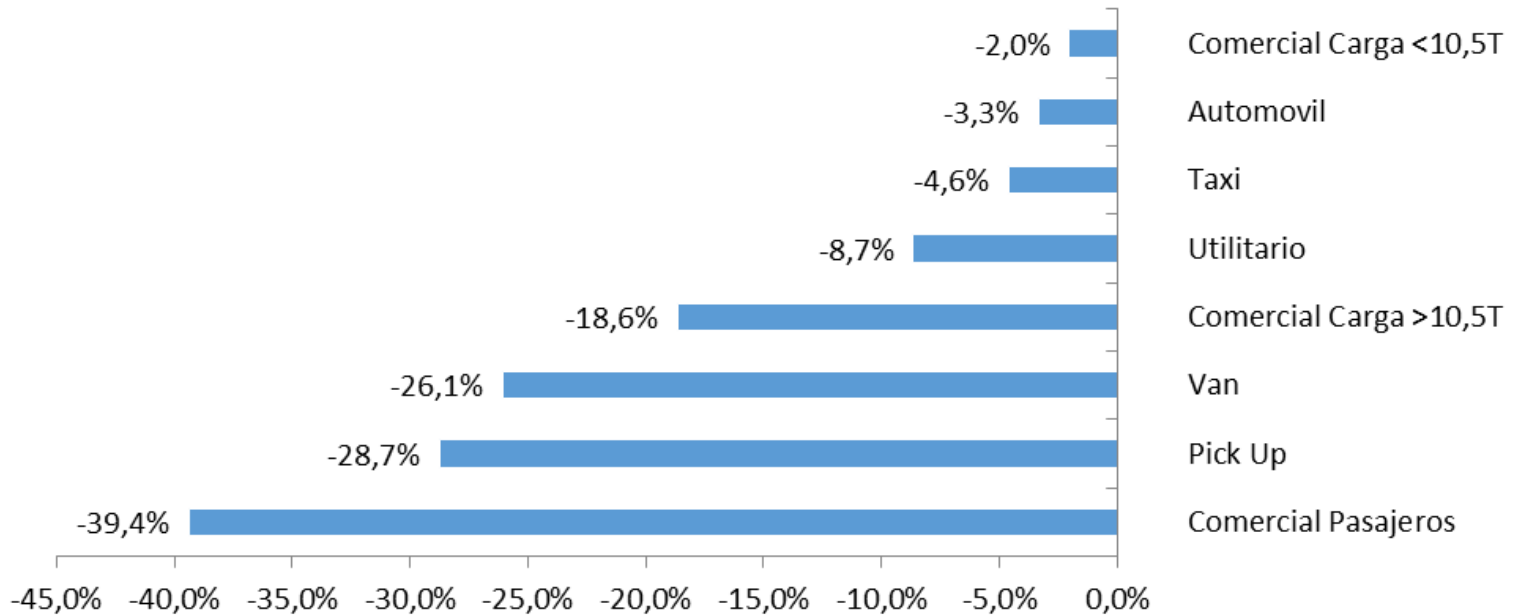


| SEGMENTO | MES | | | ACUMULADO | | | MARKET SHARE | | |
|------------------------|---------------|---------------|----------------------|----------------|----------------|----------------------|--------------|-------------|-----------|
| | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| Comercial Carga <10,5T | 1.556 | 1.151 | -26,0% | 11.976 | 11.733 | -2,0% | 5,2% | 5,6% | 0,3% |
| Automovil | 15.198 | 13.338 | -12,2% | 113.764 | 109.955 | -3,3% | 49,7% | 52,3% | 2,5% |
| Taxi | 1.463 | 1.329 | -9,2% | 11.753 | 11.209 | -4,6% | 5,1% | 5,3% | 0,2% |
| Utilitario | 8.175 | 6.759 | -17,3% | 62.677 | 57.254 | -8,7% | 27,4% | 27,2% | -0,2% |
| Comercial Carga >10,5T | 492 | 310 | -37,0% | 4.452 | 3.623 | -18,6% | 1,9% | 1,7% | -0,2% |
| Van | 600 | 277 | -53,8% | 4.365 | 3.227 | -26,1% | 1,9% | 1,5% | -0,4% |
| Pick Up | 1.533 | 1.226 | -20,0% | 13.010 | 9.275 | -28,7% | 5,7% | 4,4% | -1,3% |
| Comercial Pasajeros | 547 | 451 | -17,6% | 6.755 | 4.096 | -39,4% | 3,0% | 1,9% | -1,0% |
| Total | 29.564 | 24.841 | -16,0% | 228.752 | 210.372 | -8,0% | 100% | 100% | |

Sector Automotor.

Comportamiento por Segmento

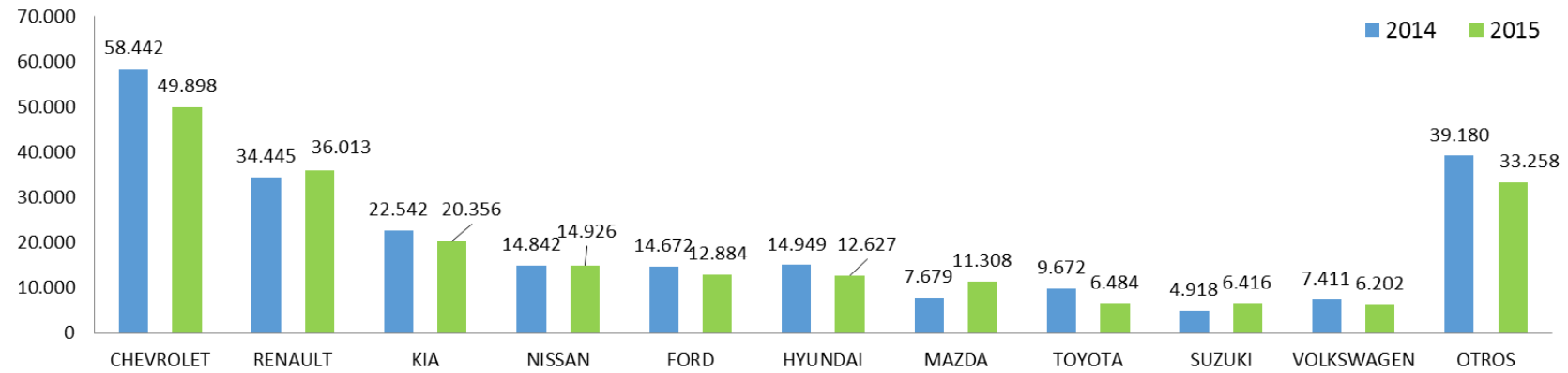
Acumulado a 2015



Sector Automotor.

Ventas acumuladas

VENTAS ACUMULADAS AL MES DE CORTE



Sector Automotor.

Top 30 por Marca

| Top 30 por Marca | | | MES | | | ACUMULADO | | | MARKET SHARE | | |
|------------------|--------------|---------------|---------------|---------------|----------------------|----------------|----------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 7.388 | 5.707 | -22,8% | 58.442 | 49.898 | -14,6% | 25,5% | 23,7% | -1,8% |
| 2 | 2 | RENAULT | 4.099 | 4.954 | 20,9% | 34.445 | 36.013 | 4,6% | 15,1% | 17,1% | 2,1% |
| 3 | 3 | KIA | 2.859 | 2.172 | -24,0% | 22.542 | 20.356 | -9,7% | 9,9% | 9,7% | -0,2% |
| 4 | 5 | NISSAN | 2.069 | 1.917 | -7,3% | 14.842 | 14.926 | 0,6% | 6,5% | 7,1% | 0,6% |
| 5 | 6 | FORD | 2.039 | 1.335 | -34,5% | 14.672 | 12.884 | -12,2% | 6,4% | 6,1% | -0,3% |
| 6 | 4 | HYUNDAI | 1.934 | 1.460 | -24,5% | 14.949 | 12.627 | -15,5% | 6,5% | 6,0% | -0,5% |
| 7 | 9 | MAZDA | 1.198 | 1.624 | 35,6% | 7.679 | 11.308 | 47,3% | 3,4% | 5,4% | 2,0% |
| 8 | 7 | TOYOTA | 1.296 | 713 | -45,0% | 9.672 | 6.484 | -33,0% | 4,2% | 3,1% | -1,1% |
| 9 | 10 | SUZUKI | 706 | 634 | -10,2% | 4.918 | 6.416 | 30,5% | 2,1% | 3,0% | 0,9% |
| 10 | 8 | VOLKSWAGEN | 874 | 842 | -3,7% | 7.411 | 6.202 | -16,3% | 3,2% | 2,9% | -0,3% |
| 11 | 12 | MERCEDES BENZ | 390 | 426 | 9,2% | 3.033 | 3.368 | 11,0% | 1,3% | 1,6% | 0,3% |
| 12 | 11 | CHERY | 460 | 279 | -39,3% | 3.639 | 2.816 | -22,6% | 1,6% | 1,3% | -0,3% |
| 13 | 14 | FOTON | 285 | 140 | -50,9% | 2.198 | 1.972 | -10,3% | 1,0% | 0,9% | 0,0% |
| 14 | 17 | BMW | 332 | 224 | -32,5% | 1.928 | 1.923 | -0,3% | 0,8% | 0,9% | 0,1% |
| 15 | 13 | JAC | 283 | 131 | -53,7% | 2.416 | 1.809 | -25,1% | 1,1% | 0,9% | -0,2% |
| 16 | 18 | HINO | 238 | 235 | -1,3% | 1.583 | 1.644 | 3,9% | 0,7% | 0,8% | 0,1% |
| 17 | 16 | HONDA | 259 | 173 | -33,2% | 1.904 | 1.576 | -17,2% | 0,8% | 0,7% | -0,1% |
| 18 | 15 | DODGE | 311 | 134 | -56,9% | 2.140 | 1.532 | -28,4% | 0,9% | 0,7% | -0,2% |
| 19 | 22 | AUDI | 184 | 155 | -15,8% | 1.358 | 1.362 | 0,3% | 0,6% | 0,6% | 0,1% |
| 20 | 23 | MITSUBISHI | 182 | 157 | -13,7% | 1.280 | 1.324 | 3,4% | 0,6% | 0,6% | 0,1% |
| 21 | 21 | DFSK | 179 | 129 | -27,9% | 1.373 | 1.314 | -4,3% | 0,6% | 0,6% | 0,0% |
| 22 | 20 | INTERNATIONAL | 156 | 90 | -42,3% | 1.447 | 1.208 | -16,5% | 0,6% | 0,6% | -0,1% |
| 23 | 19 | KENWORTH | 110 | 42 | -61,8% | 1.307 | 894 | -31,6% | 0,6% | 0,4% | -0,1% |
| 24 | 25 | JEEP | 136 | 138 | 1,5% | 1.074 | 891 | -17,0% | 0,5% | 0,4% | 0,0% |
| 25 | 24 | FIAT | 148 | 89 | -39,9% | 1.125 | 808 | -28,2% | 0,5% | 0,4% | -0,1% |
| 26 | 27 | GREAT WALL | 110 | 59 | -46,4% | 857 | 686 | -20,0% | 0,4% | 0,3% | 0,0% |
| 27 | 29 | VOLVO | 55 | 139 | 152,7% | 707 | 684 | -3,3% | 0,3% | 0,3% | 0,0% |
| 28 | 37 | SUBARU | 99 | 94 | -5,1% | 393 | 668 | 70,0% | 0,2% | 0,3% | 0,1% |
| 29 | 26 | SSANGYONG | 126 | 69 | -45,2% | 964 | 626 | -35,1% | 0,4% | 0,3% | -0,1% |
| 30 | 30 | FREIGHTLINER | 78 | 50 | -35,9% | 561 | 520 | -7,3% | 0,2% | 0,2% | 0,0% |
| | | OTROS | 981 | 530 | -46,0% | 7.893 | 5.633 | -28,6% | 3,5% | 2,7% | -0,8% |
| Total | | | 29.564 | 24.841 | -16,0% | 228.752 | 210.372 | -8,0% | 100% | 100% | |

Sector Automotor.

Top 5 Sub-Segmento Automóvil

| Automovil | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|-----------|---------------|---------------|----------------------|------------------------|----------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 4.733 | 3.482 | -26,4% | 35.501 | 30.337 | -14,5% | 31,2% | 27,6% | -3,6% |
| 2 | 2 | RENAULT | 2.789 | 3.368 | 20,8% | 22.927 | 23.738 | 3,5% | 20,2% | 21,6% | 1,4% |
| 3 | 3 | KIA | 1.524 | 1.195 | -21,6% | 12.742 | 11.215 | -12,0% | 11,2% | 10,2% | -1,0% |
| 4 | 5 | NISSAN | 998 | 1.132 | 13,4% | 7.635 | 8.664 | 13,5% | 6,7% | 7,9% | 1,2% |
| 5 | 8 | MAZDA | 888 | 1.185 | 33,4% | 4.482 | 8.647 | 92,9% | 3,9% | 7,9% | 3,9% |
| | | OTROS | 4.266 | 2.976 | -30,2% | 30.477 | 27.354 | -10,2% | 26,8% | 24,9% | -1,9% |
| Total | | | 15.198 | 13.338 | -12,2% | 113.764 | 109.955 | -3,3% | 100% | 100% | |

Utilitarios

| Utilitario | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|-----------|--------------|--------------|----------------------|------------------------|---------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 2 | RENAULT | 1.189 | 1.495 | 25,7% | 10.540 | 11.548 | 9,6% | 16,8% | 20,2% | 3,4% |
| 2 | 1 | CHEVROLET | 1.372 | 1.099 | -19,9% | 11.848 | 8.714 | -26,5% | 18,9% | 15,2% | -3,7% |
| 3 | 5 | KIA | 789 | 543 | -31,2% | 5.546 | 5.302 | -4,4% | 8,8% | 9,3% | 0,4% |
| 4 | 4 | FORD | 815 | 497 | -39,0% | 6.064 | 5.164 | -14,8% | 9,7% | 9,0% | -0,7% |
| 5 | 3 | TOYOTA | 910 | 430 | -52,7% | 6.695 | 4.073 | -39,2% | 10,7% | 7,1% | -3,6% |
| | | OTROS | 3.100 | 2.695 | -13,1% | 21.984 | 22.453 | 2,1% | 35,1% | 39,2% | 4,1% |
| Total | | | 8.175 | 6.759 | -17,3% | 62.677 | 57.254 | -8,7% | 100% | 100% | |

Sector Automotor.

Top 5 Sub-Segmento

Pick up

| Pick Up | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|------------|--------------|--------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | NISSAN | 357 | 378 | 5,9% | 3.023 | 2.318 | -23,3% | 23,2% | 25,0% | 1,8% |
| 2 | 2 | TOYOTA | 371 | 185 | -50,1% | 2.760 | 1.764 | -36,1% | 21,2% | 19,0% | -2,2% |
| 3 | 4 | CHEVROLET | 121 | 139 | 14,9% | 1.308 | 1.436 | 9,8% | 10,1% | 15,5% | 5,4% |
| 4 | 5 | FORD | 115 | 146 | 27,0% | 869 | 670 | -22,9% | 6,7% | 7,2% | 0,5% |
| 5 | 6 | VOLKSWAGEN | 77 | 58 | -24,7% | 694 | 488 | -29,7% | 5,3% | 5,3% | -0,1% |
| | | OTROS | 492 | 320 | -35,0% | 4.356 | 2.599 | -40,3% | 33,5% | 28,0% | -5,5% |
| Total | | | 1.533 | 1.226 | -20,0% | 13.010 | 9.275 | -28,7% | 100% | 100% | |

Van

| Van | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|---------------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 201 | 71 | -64,7% | 1.491 | 1.063 | -28,7% | 34,2% | 32,9% | -1,2% |
| 2 | 2 | CHERY | 158 | 35 | -77,8% | 1.309 | 629 | -51,9% | 30,0% | 19,5% | -10,5% |
| 3 | 3 | DFSK | 78 | 42 | -46,2% | 393 | 407 | 3,6% | 9,0% | 12,6% | 3,6% |
| 4 | 4 | MERCEDES BENZ | 38 | 25 | -34,2% | 223 | 240 | 7,6% | 5,1% | 7,4% | 2,3% |
| 5 | 7 | NISSAN | 27 | 10 | -63,0% | 127 | 159 | 25,2% | 2,9% | 4,9% | 2,0% |
| | | OTROS | 98 | 94 | -4,1% | 822 | 729 | -11,3% | 18,8% | 22,6% | 3,8% |
| Total | | | 600 | 277 | -53,8% | 4.365 | 3.227 | -26,1% | 100% | 100% | |

Sector Automotor.

Top 5

Comercial Pasajeros

| Comercial Pasajeros | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|---------------------|--------------|-----------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 176 | 145 | -17,6% | 2.018 | 1.518 | -24,8% | 29,9% | 37,1% | 7,2% |
| 2 | 2 | HINO | 86 | 49 | -43,0% | 623 | 415 | -33,4% | 9,2% | 10,1% | 0,9% |
| 3 | 3 | VOLVO | 16 | 95 | 493,8% | 474 | 345 | -27,2% | 7,0% | 8,4% | 1,4% |
| 4 | 5 | HYUNDAI | 34 | 22 | -35,3% | 417 | 209 | -49,9% | 6,2% | 5,1% | -1,1% |
| 5 | 10 | RENAULT | 21 | 33 | 57,1% | 261 | 203 | -22,2% | 3,9% | 5,0% | 1,1% |
| | | OTROS | 214 | 107 | -50,0% | 2.962 | 1.406 | -52,5% | 43,8% | 34,3% | -9,5% |
| Total | | | 547 | 451 | -17,6% | 6.755 | 4.096 | -39,4% | 100% | 100% | |

Sub Segmento

| Comercial Pasajeros | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|---------------------|--------------|----------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Segmento | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | BUS | 249 | 258 | 3,6% | 3.765 | 1.987 | -47,2% | 55,8% | 48,6% | -7,3% |
| 2 | 2 | MICROBUS | 228 | 167 | -26,8% | 2.342 | 1.668 | -28,8% | 34,7% | 40,8% | 6,0% |
| 3 | 3 | BUSETA | 69 | 25 | -63,8% | 636 | 437 | -31,3% | 9,4% | 10,7% | 1,2% |
| Total | | | 547 | 451 | -17,6% | 6.743 | 4.092 | -39,3% | 100% | 100% | |

BUS

| BUS | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|-----------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 104 | 96 | -7,7% | 1.455 | 925 | -36,4% | 38,6% | 46,6% | 7,9% |
| 2 | 3 | VOLVO | 16 | 95 | 493,8% | 474 | 345 | -27,2% | 12,6% | 17,4% | 4,8% |
| 3 | 2 | HINO | 73 | 35 | -52,1% | 483 | 309 | -36,0% | 12,8% | 15,6% | 2,7% |
| 4 | 12 | BLUE BIRD | 0 | 0 | 0,0% | 30 | 94 | 213,3% | 0,8% | 4,7% | 3,9% |
| 5 | 7 | SCANIA | 3 | 18 | 500,0% | 162 | 93 | -42,6% | 4,3% | 4,7% | 0,4% |
| | | OTROS | 53 | 14 | -73,6% | 1.161 | 221 | -81,0% | 30,8% | 11,1% | -19,7% |
| Total | | | 249 | 258 | 3,6% | 3.765 | 1.987 | -47,2% | 100% | 100% | |

BUSETA

| BUSETA | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|----------------|-----------|-----------|----------------------|------------------------|------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 2 | CHEVROLET | 17 | 13 | -23,5% | 172 | 192 | 11,6% | 27,0% | 43,9% | 16,9% |
| 2 | 1 | HYUNDAI | 14 | 0 | -100,0% | 188 | 66 | -64,9% | 29,6% | 15,1% | -14,5% |
| 3 | 3 | HINO | 12 | 7 | -41,7% | 122 | 61 | -50,0% | 19,2% | 14,0% | -5,2% |
| 4 | 10 | YUTONG | 2 | 3 | 50,0% | 2 | 39 | 1850,0% | 0,3% | 8,9% | 8,6% |
| 5 | 4 | NON PLUS ULTRA | 11 | 0 | -100,0% | 63 | 35 | -44,4% | 9,9% | 8,0% | -1,9% |
| | | OTROS | 13 | 2 | -100,0% | 89 | 44 | -50,6% | 14,0% | 10,1% | -3,9% |
| Total | | | 69 | 25 | -63,8% | 636 | 437 | -31,3% | 100% | 100% | |



Sector Automotor.

Top 5 Sub-Segmento

MICROBUS

| MICROBUS | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|------------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 54 | 35 | -35,2% | 379 | 397 | 4,7% | 16,2% | 23,8% | 7,6% |
| 2 | 4 | RENAULT | 21 | 33 | 57,1% | 261 | 203 | -22,2% | 11,1% | 12,2% | 1,0% |
| 3 | 2 | NISSAN | 38 | 9 | -76,3% | 341 | 163 | -52,2% | 14,6% | 9,8% | -4,8% |
| 4 | 6 | VOLKSWAGEN | 13 | 22 | 69,2% | 213 | 155 | -27,2% | 9,1% | 9,3% | 0,2% |
| 5 | 3 | JINBEI | 27 | 7 | -74,1% | 281 | 144 | -48,8% | 12,0% | 8,6% | -3,4% |
| | | OTROS | 75 | 61 | -18,7% | 867 | 606 | -30,1% | 37,0% | 36,3% | -0,7% |
| Total | | | 228 | 167 | -26,8% | 2.342 | 1.668 | -28,8% | 100% | 100% | |

Sector Automotor.

Comercial carga < 10,5 t

| Comercial Carga <10,5T | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|------------------------|--------------|-----------|--------------|--------------|----------------------|------------------------|---------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | CHEVROLET | 589 | 587 | -0,3% | 4.722 | 5.424 | 14,9% | 39,4% | 46,2% | 6,8% |
| 2 | 2 | FOTON | 204 | 89 | -56,4% | 1.580 | 1.414 | -10,5% | 13,2% | 12,1% | -1,1% |
| 3 | 3 | JAC | 168 | 98 | -41,7% | 1.450 | 1.286 | -11,3% | 12,1% | 11,0% | -1,1% |
| 4 | 5 | HINO | 119 | 148 | 24,4% | 743 | 947 | 27,5% | 6,2% | 8,1% | 1,9% |
| 5 | 4 | NISSAN | 203 | 58 | -71,4% | 1.318 | 813 | -38,3% | 11,0% | 6,9% | -4,1% |
| | | OTROS | 273 | 171 | -37,4% | 2.163 | 1.849 | -14,5% | 18,1% | 15,8% | -2,3% |
| Total | | | 1.556 | 1.151 | -26,0% | 11.976 | 11.733 | -2,0% | 100% | 100% | |

Comercial carga > 10,5 t

| Comercial Carga >10,5T | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|------------------------|--------------|---------------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | INTERNATIONAL | 146 | 80 | -45,2% | 1.370 | 1.069 | -22,0% | 30,8% | 29,5% | -1,3% |
| 2 | 2 | KENWORTH | 110 | 42 | -61,8% | 1.306 | 883 | -32,4% | 29,3% | 24,4% | -5,0% |
| 3 | 3 | FREIGHTLINER | 78 | 50 | -35,9% | 554 | 511 | -7,8% | 12,4% | 14,1% | 1,7% |
| 4 | 4 | CHEVROLET | 51 | 52 | 2,0% | 455 | 484 | 6,4% | 10,2% | 13,4% | 3,1% |
| 5 | 5 | HINO | 33 | 38 | 15,2% | 212 | 279 | 31,6% | 4,8% | 7,7% | 2,9% |
| | | OTROS | 74 | 48 | -35,1% | 555 | 397 | -28,5% | 12,5% | 11,0% | -1,5% |
| Total | | | 492 | 310 | -37,0% | 4.452 | 3.623 | -18,6% | 100% | 100% | |

Sector Automotor.

Top Sub-Segmento

| Comercial Carga >10,5T | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|------------------------|--------------|--------------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Segmento | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 2 | CAMION | 201 | 163 | -18,9% | 1.361 | 1.350 | -0,8% | 30,6% | 37,3% | 6,7% |
| 2 | 1 | VOLQUETA | 159 | 96 | -39,6% | 1.921 | 1.211 | -37,0% | 43,1% | 33,4% | -9,7% |
| 3 | 3 | TRACTOCAMION | 132 | 51 | -61,4% | 1.170 | 1.062 | -9,2% | 26,3% | 29,3% | 3,0% |
| Total | | | 492 | 310 | -37,0% | 4.452 | 3.623 | -18,6% | 100% | 100% | |

CAMION

| CAMION | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|---------------|------------|------------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | INTERNATIONAL | 72 | 53 | -26,4% | 546 | 447 | -18,1% | 40,1% | 33,1% | -7,0% |
| 2 | 2 | CHEVROLET | 44 | 46 | 4,5% | 249 | 366 | 47,0% | 18,3% | 27,1% | 8,8% |
| 3 | 3 | HINO | 29 | 29 | 0,0% | 164 | 205 | 25,0% | 12,0% | 15,2% | 3,1% |
| 4 | 4 | FREIGHTLINER | 21 | 17 | -19,0% | 144 | 101 | -29,9% | 10,6% | 7,5% | -3,1% |
| 5 | 5 | KENWORTH | 17 | 2 | -88,2% | 141 | 77 | -45,4% | 10,4% | 5,7% | -4,7% |
| | | OTROS | 18 | 16 | -11,1% | 117 | 154 | 31,6% | 8,6% | 11,4% | 2,8% |
| Total | | | 201 | 163 | -18,9% | 1.361 | 1.350 | -0,8% | 100% | 100% | |

Sector Automotor.

Top 5 Sub-Segmento

TRACTOCAMION

| TRACTOCAMION | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|---------------|------------|-----------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | KENWORTH | 54 | 23 | -57,4% | 626 | 671 | 7,2% | 53,5% | 63,2% | 9,7% |
| 2 | 2 | FREIGHTLINER | 45 | 8 | -82,2% | 226 | 229 | 1,3% | 19,3% | 21,6% | 2,2% |
| 3 | 3 | INTERNATIONAL | 12 | 3 | -75,0% | 195 | 90 | -53,8% | 16,7% | 8,5% | -8,2% |
| 4 | 4 | MACK | 7 | 4 | -42,9% | 74 | 34 | -54,1% | 6,3% | 3,2% | -3,1% |
| 5 | 12 | HYUNDAI | 1 | 5 | 400,0% | 4 | 10 | 150,0% | 0,3% | 0,9% | 0,6% |
| | | OTROS | 13 | 8 | -38,5% | 45 | 28 | -37,8% | 3,8% | 2,6% | -1,2% |
| Total | | | 132 | 51 | -61,4% | 1.170 | 1.062 | -9,2% | 100% | 100% | |

VOLQUETA

| VOLQUETA | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|---------------|------------|-----------|----------------------|------------------------|--------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | INTERNATIONAL | 62 | 24 | -61,3% | 629 | 532 | -15,4% | 32,7% | 43,9% | 11,2% |
| 2 | 4 | FREIGHTLINER | 12 | 25 | 108,3% | 184 | 181 | -1,6% | 9,6% | 14,9% | 5,4% |
| 3 | 2 | KENWORTH | 39 | 17 | -56,4% | 539 | 135 | -75,0% | 28,1% | 11,1% | -16,9% |
| 4 | 3 | CHEVROLET | 7 | 6 | -14,3% | 202 | 117 | -42,1% | 10,5% | 9,7% | -0,9% |
| 5 | 7 | HINO | 3 | 7 | 133,3% | 46 | 67 | 45,7% | 2,4% | 5,5% | 3,1% |
| | | OTROS | 36 | 17 | -52,8% | 321 | 179 | -44,2% | 16,7% | 14,8% | -1,9% |
| Total | | | 159 | 96 | -39,6% | 1.921 | 1.211 | -37,0% | 100% | 100% | |



ANDEMOS

Sector Automotor.

Top 5 Sub-Segmento

Taxi

| Taxi | | | MES | | | ACUMULADO A SEPTIEMBRE | | | MARKET SHARE | | |
|--------------|--------------|-----------|--------------|--------------|----------------------|------------------------|---------------|----------------------|--------------|-------------|-----------|
| Ranking 2015 | Ranking 2014 | Marca | 2014-9 | 2015-9 | Variacion Porcentual | 2014 | 2015 | Variacion Porcentual | 2014 | 2015 | Variacion |
| 1 | 1 | HYUNDAI | 566 | 727 | 28,4% | 4.884 | 5.417 | 10,9% | 41,6% | 48,3% | 6,8% |
| 2 | 2 | KIA | 486 | 388 | -20,2% | 3.786 | 3.568 | -5,8% | 32,2% | 31,8% | -0,4% |
| 3 | 3 | CHEVROLET | 145 | 132 | -9,0% | 1.099 | 922 | -16,1% | 9,4% | 8,2% | -1,1% |
| 4 | 4 | RENAULT | 78 | 35 | -55,1% | 554 | 372 | -32,9% | 4,7% | 3,3% | -1,4% |
| 5 | 9 | GEELY | 17 | 19 | 11,8% | 88 | 177 | 101,1% | 0,7% | 1,6% | 0,8% |
| | | OTROS | 171 | 28 | -83,6% | 1.342 | 753 | -43,9% | 11,4% | 6,7% | -4,7% |
| Total | | | 1.463 | 1.329 | -9,2% | 11.753 | 11.209 | -4,6% | 100% | 100% | |

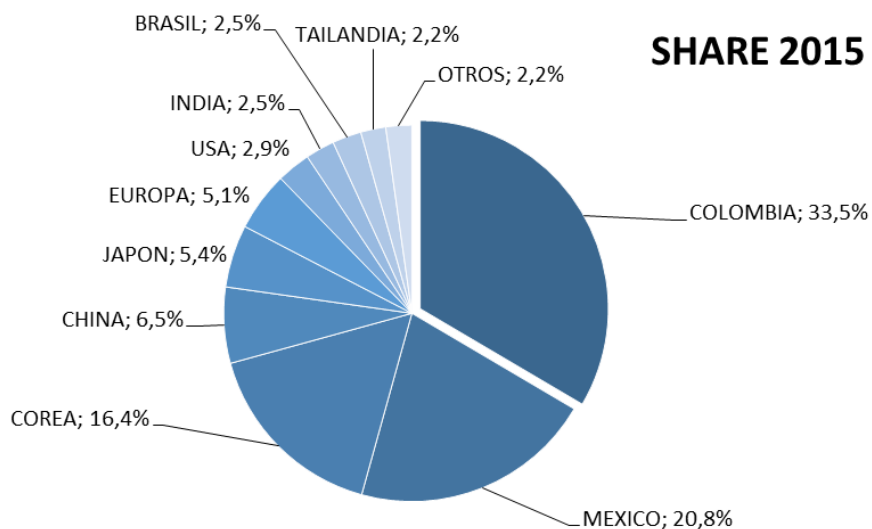


ANDEMOS

Sector Automotor.

ORIGEN

| Rankin | Pais | Acumulado a Septiembre | | | SHARE | | |
|--------------|-----------|------------------------|----------------|--------------|-------------|-------------|-----------|
| | | 2014 | 2015 | Variacion | 2014 | 2015 | Variacion |
| 1 | COLOMBIA | 72.797 | 70.418 | -3,3% | 31,8% | 33,5% | 1,6% |
| 2 | MEXICO | 45.286 | 43.827 | -3,2% | 19,8% | 20,8% | 1,0% |
| 3 | COREA | 38.331 | 34.536 | -9,9% | 16,8% | 16,4% | -0,3% |
| 4 | CHINA | 17.012 | 13.728 | -19,3% | 7,4% | 6,5% | -0,9% |
| 5 | JAPON | 11.365 | 11.309 | -0,5% | 5,0% | 5,4% | 0,4% |
| 6 | EUROPA | 10.698 | 10.714 | 0,1% | 4,7% | 5,1% | 0,4% |
| 7 | USA | 7.624 | 6.122 | -19,7% | 3,3% | 2,9% | -0,4% |
| 8 | INDIA | 7.598 | 5.261 | -30,8% | 3,3% | 2,5% | -0,8% |
| 9 | BRASIL | 5.134 | 5.245 | 2,2% | 2,2% | 2,5% | 0,2% |
| 10 | TAILANDIA | 6.465 | 4.524 | -30,0% | 2,8% | 2,2% | -0,7% |
| | OTROS | 6.442 | 4.688 | -27,2% | 2,8% | 2,2% | -0,6% |
| Total | | 228.752 | 210.372 | -8,0% | 100% | 100% | |





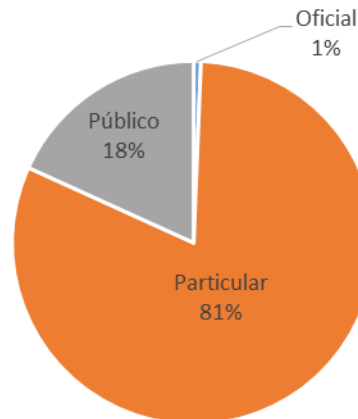
ANDEMOS

Sector Automotor.

Segmento por servicio

| SERVICIO | Automovil | Comercial Carga | | Comercial Pasajeros | Pick Up | Taxi | Utilitario | Van | Total |
|--------------|----------------|-----------------|----------------|---------------------|----------------|----------------|----------------|----------------|----------------|
| | | <10,5T | >10,5T | | | | | | |
| Oficial | 0,1% | 0,9% | 5,0% | 3,0% | 4,3% | 0,0% | 0,5% | 3,2% | 0,6% |
| Particular | 99,9% | 5,6% | 0,6% | 4,0% | 76,0% | 0,0% | 89,8% | 49,1% | 81,1% |
| Público | 0,0% | 93,4% | 94,5% | 93,0% | 19,8% | 100,0% | 9,7% | 47,8% | 18,2% |
| Total | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% | 100,00% |

Acumulado 2015



Sector Automotor.

Reporte Sector 2015

Fuente: Base de Datos ANDEMOS



Colombia, 2015